



Thank you for your interest to participate in the California Cash for Appliances rebate program as a partner.

To support this exciting program, the California Energy Commission is seeking partners to make this program a success.

There are three RETAILER levels of participation available:

1. Platinum Partner (Full-Service)
2. Official Partner
3. Participating Retailer

If you are a NON-RETAILER your support is valued as an Official Partner.

Below is a link to the Partnership Benefits table that describes each of these levels in depth:

www.cash4appliances.org/partners/Partner_Grid.pdf

As a Platinum and Official RETAILER Partner, participants are asked to submit a [Pledge Letter](#) that specifies your pledge of in-kind services and sign the [California Cash for Appliances Program Name and Logo Use Agreement](#). The California Cash for Appliances Program Name and Logo Use Agreement defines that the use of the logo and program marketing materials are for the support the California Cash for Appliances rebate program only.

This is also asked of NON-RETAILERS as an Official Partner.

Once the Energy Commission receives your signed pledge letter and logo use agreement, you will be provided a password consistent with your chosen partner level. This password will give you access to marketing materials on our website to support your advertising, consumer education, staff training and other promotional activities.

These materials can be used in advance of the program launch and during the program.

These materials cannot be used to:

- a. imply or represent that the State of California endorses any particular products or vendor,
- b. denigrate or otherwise be used against a competitor, and
- c. mislead or deceive the public.

Please refer to the Instructions for Partners link for additional details on how to complete your partnership with the California Cash for Appliances rebate program.

Again, we are very happy that you are considering partnering with the California Cash for Appliances rebate program and look forward to a very positive consumer experience for an overall success!

Sincerely,

California Energy Commission